Reopening the case on copyright □ Big win for format freedom □ 'At Large' with Larry Grossman

Broadcasting Mar 30

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**SAMPLE

The First 50 Years Of Broadcasting

1954

The Week in Brief

TOP OF THE WEEK

COPYRIGHT RUMBLINGS ☐ At least one bill is in works and Kastenmeier subcommittee plans May hearings. **PAGE 23.**

FREEDOM OF FORMAT CHOICE ☐ Supreme Court supports FCC's position that radio licenses and marketplace should determine entertainment formats. **PAGE 23.**

SHORT-FORM RENEWALS ☐ FCC adopts post-card-size application that will be all most stations have to file. Spot technical inspections will continue. **PAGE 25.**

FCC FEES ☐ Proposed legislation would annually reauthorize FCC and set up schedule of charges for services. **PAGE 26.**

THAT FTC VACANCY ☐ Rockefeller and Liebling are leading contenders to succeed Pitofsky. **PAGE 26.**

BRITISH CHALLENGE FRENCH ☐ United Kingdom Teletext Industry Group asks FCC rulemaking to establish British defined-format system as teletext standard. Petition competes with CBS's proposal for rules based on French Antiope system. **PAGE 28.**

FEARS ABOUT FUND CUTS ☐ Public broadcasters express concerns at Hill oversight hearing on CPB. **PAGE 28.**

MANKIEWICZ SEES DOOM ☐ Administration's cuts could put National Public Radio off air by Oct. 1, says NPR's president. **PAGE 29.**

AT LARGE

AS GROSSMAN SEES IT ☐ PBS's president believes these are best and worst times for public broadcasting. He offers his views on the medium, its funding problems, competition from within and from outside, and assesses new technologies. **PAGE 30.**

LAW & REGULATION

LICENSING SPEED-UPS ☐ FCC, NTIA and NAB generally support bill to scrub comparative TV renewal hearings, extend license terms and permit random selection of initial grantees. Citizen groups and black coalition oppose legislation. **PAGE 40.**

PROGRAMING

O&O ACCESS SLOTS ☐ Network-owned TV stations have practically blocked in fall schedules. **PAGE 46.**

TECHNOLOGY

HARDWARE ON CAPITOL HILL ☐ Six companies display communications equipment at exhibition sponsored by Wirth subcommittee. Warner's Qube draws most attention from members of Congress, staffers and public. **PAGE 52.**

JOURNALISM

BOBTAILING 'KANGAROO' ☐ CBS cuts children's TV show to half hour and switches it with expanded Kuralt news program. **PAGE 58.**

BUSINESS

LEIBOWITZ ON CABLE ☐ Analyst declines to change either buy or sell recommendation, but says he is bullish about industry fundamentals. Report also explains why price of UA-Columbia was bid up so high in anticipation of merger. **PAGE 62.**

MEDIA

INTERNATIONAL INFORMATION FLOW ☐ Hearings will be held this week on bill to establish executive-level council to deal more efficiently with other countries. **PAGE 70.**

1984

THE 'BROADCASTING' YEARS ☐ McCarthyism fell victim to Murrow and Friendly and then later to TV's exposure during Army hearings on Capitol Hill. Television rapidly expanded in station numbers, color programing and sales, forcing radio to make more adjustments. But TV still had its problem of how UHF could survive against more-entrenched VHF. **PAGE 77.**

PROFILE

SEGAL'S SURE HANDS ☐ Joel Segal has built an enviable record of success in program production. But it's just one of many balls that Ted Bates & Co.'s senior vice president keeps in the air. **PAGE 103.**

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Ratings Roundup

For yet another week, CBS-TV scored a prime-time victory without a competitive challenge from ABC-TV or NBC-TV. From March 16 through 22, CBS was the only network to average above a 30 share, earning a 19.6/31 to ABC's 17.5/28 and NBC's 15.5/25.

NBC couldn't even manage a single winning night as CBS took Monday, Thursday, Friday and Sunday and ABC led the rest of the week. On Wednesday, the one night NBC usually can count on for victory, the two-hour premiere of ABC's *Greatest American Hero* (23.8/35) and a repeat of CBS's *The Gambler* with Kenny Rogers (21.2/33) knocked NBC into third. NBC also suffered on Monday, when its high-rated *Little House on the Prairie* lead-off was pre-empted for a "Project Peacock" special. *Donahue and Kids* (15.1/23).

Although the February sweeps have passed, competition on Sunday looked like special rating-period fare, as all three pulled out theatrical movies. Head-to-head for three hours was CBS's "Gone with the Wind" (26.7/40) and ABC's "Patton" (17.3/27), and for two hours, NBC had "The End" (18.4/28). Network shares ran higher than usual as the movies competed, perhaps indicating multiset use in many households.

In early-evening news ratings, the *CBS Evening News now with Dan Rather* scored a 15.0/26 while the *NBC Nightly News* pulled a 12.7/22 and ABC's *World News Tonight* came in with a 12.6/22—thus far seeming to show no great difference in the standings since Walter Cronkite's departure.

The First 20

1	*60 Minutes*	CBS	28.9/46
2	*M*A*S*H*	CBS	27.5/41
3	"Gone With The Wind" (part I)	CBS	26.7/40
4	*Greatest American Hero* (premier two hours)	ABC	23.8/35
5	*House Calls*	CBS	23.2/36
6	*Dukes of Hazzard* (2 hour episode)	CBS	23.1/38
7	*Three's Company*	ABC	23.1/35
8	*Love Boat*	ABC	22.2/37
9	*That's Incredible*	ABC	22.1/33
10	*Magnum, PI*	CBS	21.3/32
11	*Too Close for Comfort*	ABC	21.2/34
12	*Kenny Rogers As The Gambler* (made for TV movie)	CBS	21.2/33
13	*Laverne & Shirely*	ABC	21.0/31
14	*Happy Days*	ABC	20.0/31
15	*Real People*	NBC	20.0/30
16	*Fantasy Island*	ABC	19.6/35
17	*CHiPs*	NBC	19.5/28
18	*Hart To Hart*	ABC	19.4/33
19	*Bugs Bunny Bustin' Out* (special)	CBS	19.2/31
20	*Knots Landing*	CBS	18.9/34

The Final Five

59	*Concrete Cowboys*	CBS	11.8/20
60	"Soldiers of the Twilight" (*ABC News Closeup*)	ABC	11.1/20
61	*Gangster Chronicles*	NBC	10.9/18
62	*Legends of the West* (special)	ABC	10.3/16
63	*NBC Magazine*	NBC	9.1/15

MEDIA MONITOR

Advertisement

Communists Loved PBS Film on El Salvador

By Reed Irvine and Cliff Kincaid

A Marxist newspaper has confirmed what Media Monitor said several weeks ago—that the Public Broadcasting Service documentary, "El Salvador: Another Vietnam?", was biased in favor of the Communist guerrillas in El Salvador.

A recent issue of the *Guardian*, a Marxist weekly that openly supports the Communist side in El Salvador, contains a glowing account of the PBS film, which was funded with your tax dollars. The *Guardian* praised the film as "the best news report to come out of El Salvador."

Media Monitor documented the fact that this film was one-sided. We noted that most of the film was devoted to people opposed to the U.S.-backed government. In addition we pointed out that the film virtually ignored the terrorism perpetrated by the left and that it failed to explore at all the Cuban, Nicaraguan and Soviet support of the guerrillas.

Media Monitor also presented evidence indicating that the showing of the film over PBS was timed to coincide with anti-American demonstrations protesting U.S. policy in El Salvador. These demonstrations occurred in Mexico on the same day the film was aired here and in various U.S. cities within days of the showing of the film over PBS.

The *Guardian's* praise of the film should leave no doubt. This PBS film was pure leftist propaganda. In describing the film, the Marxist paper points out that it "interviews a wide range of people, always with the purpose of exposing the reformist facade of the junta and underlining the popular support for the left forces."

The producer of the film, Glenn Silber, gave an interview to the *Guardian* in which he laid bare his opposition to the U.S.-backed government in El Salvador. The paper said, "Silber believes that the international press has a responsibility to raise an outcry over the junta's repression." In the interview, Silber also expressed concern about Victor Medrano, a member of El Salvador's human rights commission, who, after appearing in Silber's film, mysteriously disappeared a week later. Silber is quoted as blaming the government for the disappearance, but he cites no evidence to support the charge.

The *Guardian* reported that Silber's production company, Catalyst Media, is involved with two new organizations—the Committee of Concerned Journalists About Truth in El Salvador and the Committee of Concerned Film Makers. These groups are being organized to protest the disappearance of persons like Medrano who speak to the press.

We're concerned about those disappearances too. But we're also concerned about filmmakers like Glenn Silber who whitewash the communists and blame virtually all the terrorism on the right. There is no question about whose side Glenn Silber is on. The only question is why the American taxpayers should be forced to pay to put his left-wing propaganda on public television.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.

change TL to Rural Hilltop, Presque Isle, ERP 1.35 kw (H), ant. height 420 ft. (H). conditions (BPH-800131AJ). Action March 12.

■ KIRL(AM) St. Charles, Mo.—Granted mod. of CP to make changes in ant. sys.; change TL to Aubuchon Road, near Junction of Missouri Bottom Road, near St. Charles, and operate trans. by RC from SL; conditions (BMP-810123AR). Action March 12.

■ WAGY Forest City, N.C.—Granted CP to change hours of operation to U by adding N service with 500 DA-N; change TL to north of intersection of Woodburn and Church Streets, Forest City, and make changes in ant. sys.; conditions (BP-800228AM). Action March 12.

■ WCTI-TV New Bern, N.C.—Application granted to commercial TV broadcast station MP to change ERP to vis. 316 kw (max), aur. 31.6 kw; chg. trans.; change ant. type and make changes to ant. sys. Action March 16.

■ *WRDL(FM) Ashland, Ohio—Granted CP to change freq. to 88.9 mhz, change TL to 401 College Ave., Ashland; increase ERP 3 kw (H&V), ant. height 170 ft. (H&V), change TPO and change type trans., operate by RC and make changes in ant. sys. (BPED-791228BH). Action March 12.

■ WILK(AM) Wilkes-Barre, Pa.—Granted CP to increase N power to 5 kw and make changes in ant. sys.; conditions (BP-800205AF). Action March 12.

■ *WCVY(FM) Coventry, R.I.—Granted CP to increase ERP 2 kw (H&V), ant. height 36 ft. V); conditions (BPED-791026AJ). Action March 10.

■ KMIT(FM) Mitchell, S.D.—Granted CP to make changes in ant. sys., change type trans. and ant. increase ERP 65 kw (H&V); decrease ant. height 290 ft. (H&V) and change TPO (BPY-800407AG). Action March 23.

■ KNEY(FM) Pierre, S.D., Granted mod. of CP to change TL to 1.6 miles of Ft. Pierre on Cedar Hill Road, Ft. Pierce; SL & RC: 106 W. Capitol Street, Pierre, SD.; increase ERP 3 kw (H&V), ant. height 300 ft. (H&V), and make changes in ant. sys. (BMPH-800911AC). Action March 10.

■ WAXO(AM) Lewisburg, Tenn.—Granted CP to increase power from 250 w to 1 kw; conditions (BP-800908AC). Action March 3.

■ *KWTS(FM) Canyon, Tex.—Granted CP to increase ERP 125 kw (H), ant. height −9 ft. (H) (BPED-791231BV). Action March 4.

■ *KTAI(FM) Kingsville, Tex.—Granted CP to increase ERP 100 w (H), ant. height 99 ft. (H); conditions (BPED-791220AI). Action Feb. 17.

■ KUFO(FM) Odessa, Tex.—Granted CP to change TL to intersection of Roads 1787 & 1788 near Odessa; crease ERP 100 kw (H&V); ant. height 360 ft. (H&V); change type trans. and make changes in ant. system (BPH-800930AC). Action March 4.

■ KGRO(AM) Pampa, Tex.—Granted mod. of CP to change TL to .29 mile E of State Highway 70, S side of State Highway Loop 171, near Pampa; conditions (BMP-801222BA). Action March 3.

■ KAPE(AM) San Antonio, Tex.—Dismissed application for CP to make changes in ant. sys.; change TL, SL and RC to 1203 W. Hein, San Antonio, and augment pattern due to radiation (BP-800729AL). Action Feb. 18.

■ KARI(AM) Blaine, Wash.—Granted mod. of CP to make changes in ant. sys. and redesign the directional ant. pattern during N hours; conditions (BMP-800618AE). Action March 4.

■ WGUB(AM) Manitowoc, Wis.—Granted CP to change city of license from Manitowoc to Two Rivers, Wis.; change hours on operation by adding N service with 5 kw; install DA-2; change TL to Viebahn and U.S. 141, Maintowoc; and make changes in ant. sys.; conditions (BP-800613AC). Action March 9.

Satellites

Grants

■ Bedford Cable TV for Bedford, Ind. (E2778).

■ Tele-Media Company of Ridgway, Ridgway, Pa. (E2779).

■ Tele-Media Company of Waynesburg for Waynesburg, Pa. (E2809).

■ Saratoga Cable TV Inc. for Saratoga Springs, N.Y. (E2810).

■ Community TV Corp. for Gilford, N.H. (E2811).

■ Crow River Cable TV for Hutchinson, Minn. (E2812).

■ Clear Cable-Vision Inc. for Dora Junction, Ala. (E2815).

■ ATC Cablevision of South Pasadena for South Pasadena, Calif. (E2816).

■ El Cortez Hotel for Las Vegas (E2817).

■ Riverside Cable Inc. for Zanesville, Ohio (E2818).

■ Metrovision Inc. for Easton Rapids, Mich. (E2819).

■ Metrovision Inc. for Menomonee Falls, Wis. (E2820).

■ Warner Amex Cable Communications Inc. for Farmers Branch, Tex. (E2821).

■ Videostar Connections Inc. for Atlanta (E2823).

■ Warner Cable Corp. of Pittsburgh for Pittsburg, Pa. (E2823).

■ H. S. Anderson Company for Trona, Calif. (E2826).3L

■ Century Center Communications for Honolulu (E2829).

■ South Baldwin Cablevision for Gulf Shores, Ala. (E2829).

■ Hi-Net Communications Inc. for Atlanta (E2830).

■ Hi-Net Communications Inc. for San Jose, Calif. (E2831).

■ Kankakee TV Cable Co. for Kankakee, Ill. (WD42).

■ Sun Cablevision Co. of Panama City Beach for Panama City Beach, Fla. (WE27).

Other

■ Total of 17,369 complaints from public were received by Broadcast Bureau in January 1981, decrease of 1,339 from December. Other comments and inquiries for January totaled 1,467, increase of 511 over previous month. Bureau sent 1,126 letters in response to these comments, inquiries and complaints.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CPs on air	Total on air	CPs not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization. **Includes STA on licensed.

Ann. March 17.

■ Comment dates are approaching about FCC proposal to increase number of VHF television stations. Proposal could add new VHF channels and stations in communities throughout country. Under proposed rule change, new channels on VHF band could be alloted in many areas. The rule change would make VHF stations available in New Jersey and Delaware, where VHF viewers are served by only New York, Philadelphia, and Baltimore stations. Ann. March 17.

Call Letters

Applications

Call	Sought by
	New AM
WJFB	Bryant Radio Co., Mt. Juliet, Tenn.
	New FM's
WFAR	Danbury Community Radio Inc., Danbury, Conn.
WAOP	Allegan County Broadcasters Inc., Otsego, Mich.
WHRC-FM	Peter Edward Hurin, Port Henry, N.Y.
KJCF-FM	Joy Radio Broadcasting Inc., Quanah, Tex.
KSOX-FM	Edgar L. Clinton, Raymondville, Tex.
KOZI-FM	Northcentral Broadcasting Co., Chelan, Wash.
	New TV
WRJK-TV	Channel 40 Inc., Bluefield, W.Va.
	Existing AM's
KSJO	Sterling Recreation Organization Co., San Jose, Calif.
WJXJ	Affiliated Broadcasting Inc., Jacksonville, Fla.
WRPW	Boss Communications Corp., Cambridge, Mass.
WTJT	London Broadcasting Inc., Franklin, Tenn.
KJCF	Joy Radio Broadcasting Inc., Quanah, Tex.
WAVC	United Communications Corp., Herndon, Va.
	Existing FM's
KJJZ-FM	ITC Communications of Arizona Inc., Glendale, Ariz.
KSJO-FM	Columbia Theatre Co., San Jose, Calif.
KELS	Pro Media Inc., Ardmore, Okla.
KJYO	Inside Radio of Oklahoma Inc., Oklahoma City.
WPXI	WLC-TV Corp., Pittsburgh, Pa.
WMYU	Mooney Broadcasting Co., Sevierville, Tenn.
KHEY-FM	KHEY Inc., El Paso, Tex.
WMYX	LIN Wisconsin Broadcasting Corp., Milwaukee, Wis.

Grants

Call	Assigned to
	New AM
KGTL	Peninsula Communications Inc., Homer, Alaska
	New FM's
KFDM	Cherokee Village Broadcasting Co., Cherokee Village, Ark.
KARP	Carpinteria Broadcasting Co., Carpinteria, Calif.
KSHA	Redding FM, Redding, Calif.
KIQX	Mountain States Broadcasting Investments Corp., Durango, Calif.
WMFM	University City Broadcasting Co., Gainesville, Fla.
WHCF	Bangor Christian Schools, Bangor, Me.
KTMW	Bixby Great Electric Radio Inc., Mercedes, Tex.
WNRN	Payne of Virginia Inc., Virginia Beach, Va.
	Existing AM's
KUUK	Snowbird Broadcasting Inc., Wickenburg, Ariz.
KQTL	Visionary Radio Euphonics Inc., Santa Rosa, Calif.
WPBK	Pyramid Broadcasting Inc., Whitehall, Mich.
	Existing FM's
KNAX	Mid-Cal Info. Newspapers, Fresno, Calif.
KRQY	KPLV Inc., Pueblo, Colo.
KBIU	Stream Broadcasting Inc., Lake Charles, La.
WJXQ	Patten Broadcasting, Jacksonville Inc., Jacksonville, Fla.
	Existing TV
WCGT	Gordon Communications Corp., Albany, Ga.